

Contacts



35th Anniversary Number

THE T. EATON CO. LIMITED
WINNIPEG CANADA

SOMEBODY PAYS

If Somebody Dies—Somebody
has to pay the bills.

If Somebody Lives to old age—
Somebody has paid, or will
pay the price.

That Somebody may be you, or
your wife, or your children, or
some other very close relative.



Somebody said:

***“It’s easier and cheaper to accept the
responsibility now and pay as you go”***



It’s Easy to Pay——The Eaton Way

The T. Eaton Life Assurance Company

Seventh Floor - - Hargrave Street

CONTACTS

Published Quarterly by THE T. EATON CO. LIMITED of Winnipeg, Manitoba,
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Editor: W. E. C. HURLBURT

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1905—Our 35th Anniversary—1940

Wednesday, July 17th, marks our 35th anniversary—35 full and active years of service to Winnipeg and the West. What Eaton's, with its high plane of merchandising, has meant to the buying public since Timothy Eaton, the founder, pressed a certain button which opened the doors for the first time, many thousands of loyal customers and Eaton Employees can testify.

Our 35th anniversary comes in a momentous year—a year of swift-moving events and tragic climaxes in world affairs.

To us on the home-front in Canada our duty is clear—we must CARRY ON with steady hearts and firm minds, believing that, come what may, in the end *Britain will stand victorious!*

In the words of Abraham Lincoln:

"Let us have faith that right makes might; and in that faith let us to the end, dare to do our duty as we understand it."

Loss of faith brings loss of courage; loss of courage means loss of drive, and we need every ounce of drive to speed Canada's war effort!

What will be the general trend of market conditions in the months ahead, or from where our style inspirations will come, are questions the answers to which are beyond the province of this little journal to predict. In these times, however, prudence and thrift go hand in hand with courage. *Prudence suggests taking advantage of every opportunity to save—and with this thought in mind we draw your attention to the Midsummer Sale, which commences Wednesday, July 3rd. A Flier tells the story—be sure to get a copy!*

Greetings to the "Originals"!

Anniversary Greetings to those employees of Winnipeg store who, on July 17th, will have completed thirty-five or more years of active service with the Company:

Mr. W. Jackson, Mr. W. S. Brown, Mr. W. Russell, Mr. A. Wharton, Mr. N. E. South, Mr. A. C. McFetridge, Mr. F. Carpenter, Mr. R. J. Rennick, Mr. H. Keough (Saskatoon), Mr. J. R. Scott, Mr. L. J. Blundell, Mr. C. Y. Card, Mr. H. B. McGregor, Mr. J. P. Ellis, Mr. I. J. McKinnon, Mr. W. Chalcroft, Mr. J. Bloomer, Mr. J. L. Bebenna.

Carry On, Mary Jones!

Thirty Thousand Manitoba Women are Doing War Work for the Red Cross—Only One, a Full-time Stenographer, is a Paid Worker

(Written for the Canadian Red Cross Publicity Committee by Jean Hinds, City Advertising Department.)

You are as apt to meet Mary Jones without her shoes as without her knitting bag. Mary's "working for the Red Cross" these days—has been since 'way back last fall.


But Mary's never been near Red Cross headquarters. And sometimes she's just a little bit worried about whether or not her work is worthwhile; occasionally she hears tongues clacking over idle, but disturbing, rumors, "Oh, they're awfully fussy at the Red Cross. If you knit the cuffs a quarter of an inch too long, they won't take them." "What's the use of hand knitting when machines can do it so much quicker?" "All those society women have nice, soft paying jobs with the Red Cross." "My boy friend's in the army and he hasn't got a scarf." Mary may even hear that the Red Cross doesn't want donations—shades of Lord Haw-Haw and his blandest invention.

Naturally, such talk is upsetting. The Red Cross is often the only outlet for a woman's desire to serve—that woman must have confidence in the organization for which she works.


To get some of the facts we visited the headquarters of the Manitoba branch of the Canadian Red Cross in the Civic Auditorium, Winnipeg. The Red Cross, of course, carries on its usual peace-time activities as always, but during our visit we concentrated on the "war department"—we were looking for information for Mary Jones who knits socks for soldiers.

Mrs. Hogg, chairman of the Women's War Work Committee, told us that thirty thousand Manitoba women are knitting, sewing, doing clerical work—**of these only one, a full-time stenographer, is a paid worker.**

We talked about the gossip concerning work being turned down by the Red Cross because of trivial errors. That rumor is unjust, but its origin is easily understood. Materials for work are not given out to individuals but to conveners of clubs. Each convener is held responsible for the wool or fabrics given to her. Let's suppose Mrs. Grey, president of the "Busy Bees" obtains some knitting wool from the Red Cross and distributes it to her "Busy Bees." Mrs. Grey is determined that the work her club turns in shall be perfect. She demands that one of her members rip out a pair of

socks because of some unimportant imperfection. The member rips—and grumbles—and gossips. The story goes round—soon it isn't Mrs. Grey who is foolishly exacting, it's the Red Cross!

When a convener brings in work the articles are carefully checked and she is given a receipt. If there are any glaring mistakes, the workers in the repair room try to get in touch with the convener and discuss them. Some work, of course, must be turned back. On the wall of the repair room we saw some horrible examples of how not to knit—vivid proof of the necessity of careful inspection. However, a repair room volunteer assured us that any comfortably made garment was accepted. The same worker vigorously declares that the Red Cross eagerly welcomed all donations of garments knit or sewed from materials bought by the clubs themselves.

In the shipping room we saw piles of knit wear, hospital needs, dozens of huge crates packed ready for shipment to Halifax and thence to England. Mrs. Hogg told us that there is now a liaison officer in every Canadian camp in England—a "go-between" for the military unit and the Red Cross. Many letters are being received from men overseas who are getting Red Cross supplies.


Adequate supplies are also available for the men locally. Mrs. Hogg is very emphatic when she states that there is no necessity for any man in the service to be without needed socks, scarves, etc.

As for the machine-knit versus hand-knit question, we suggest that it be left not to the efficiency experts but to the men who march long miles, who face biting winds and bitter weather. They'll say "hand-knit" every time!

Stick to your Red Cross work, Mary Jones, serenely confident you're doing something well worth-while!

"England, where the sacred flame
Burns before the sacred shrine;
Where the lips that love thy name
Consecrate their hopes and thine;
Where banners of thy dead
Weave their shadows overhead;
Watch beside thine arms tonight,
Pray that God defend the right."

The President, Colonel R. Y. Eaton, and Mrs. Eaton spent the past three weeks visiting the western branches of the Company. After a brief holiday, spent at Victoria, Colonel and Mrs. Eaton visited Winnipeg for a few days before proceeding home to Toronto.

Manitoba Editors Are Guests of Eaton's

The members of the Manitoba Division of the Canadian Weekly Newspaper Association were guests of the T. Eaton Co. at a dinner at the Royal Alexandra Hotel on the evening of Friday, June 7th, when a couple hundred editors and their wives were present. Mr. John Stronach, mail order superintendent, presided, and Mr. Moray Sinclair was in charge of the programme, which featured selections from "Hits and Misses." The guest speaker was Mr. R. J. Fry, of city advertising, who dealt with Weekly Newspapers, both from the standpoint of news features and advertising, giving the members a great deal of practical information calculated to be of assistance to them in their work. A review of the activities of Eaton organizations for the benefit and welfare of employees was also given by Mr. B. C. Scrivener, superintendent. The hearty thanks of the members of the association were voiced by the president at the conclusion of the function, which proved most enjoyable throughout.

Vancouver Calling!

Addressed to "Contacts," a friendly note comes to Winnipeg Eatonians from Mr. Harold Westman, manager of our Vancouver store and formerly manager of the radio and music section here. Says Mr. Westman:

"We are having a great many employees visit us, week by week, as they come out to this part of the country for their holidays. We are always very glad to see them, and would be glad to have you put a note in the next copy of "Contacts" advising employees that we are very glad to see them when they come to Vancouver and are only too anxious to do anything we can for them to make their visit as pleasant as possible."

Thank you, Mr. Westman!

"Ideas are like stars; you will not succeed in touching them with your hands. But, like the seafaring man on the desert of waters, you choose them as your guides and following them will reach your destiny."

Head of Our Foreign Offices Has Anniversary

With the remorseless upheaval of life across the Atlantic . . . it seems a feeble thing to write in terms of congratulation on the 35th anniversary with our firm of Mr. P. Portlock, head of Eaton foreign offices. Rather we may well feel very humble in face of the splendid

way in which those offices in France, England and Ireland, over which Mr. Portlock holds sway, have been carrying on in spite of the holocaust of war.

Scores of Eaton buyers, who in times of peace went abroad to do their buying, know Mr. Portlock—and know, too, the warm welcome and the unfailing help and hospitality he has always extended to Eatonians. . . . Since the invasion of France, the familiar Eaton offices in Paris have been moved to another part of France, where they still carry on, while the London and other offices in England calmly continue with their duties, so that here in Canada we may not be denied the fine, the beautiful and the sturdy things made by craftsmen and workers in our staunch homeland. . . .

All through the years he has been with our overseas offices. Beginning on June 15th, 1905, in the London Office, he became finally head of all the Eaton foreign offices, with his headquarters divided between Paris and London. Today he is faced with responsibilities more serious than in all his past years, and the thoughts of all his friends here will be with him through the dangerous times ahead.

—From "Flash," Eaton's, Toronto.

* * *

Mr. Portlock has also many warm friends and admirers here in the west, which were made during his trips to Winnipeg and western branches of the Company over the years. These western Eatonians join in marking the 35th anniversary of Mr. Portlock's distinguished service. Our thoughts, too, will be with him during the critical situation overseas.

As Dave Boone, "N.Y. Sun" Columnist, Puts It

"You can't make me believe that Hitler ain't going to run up against some tough snags before he goes much further. Nobody can put everything into a fight the way he does and not get punch drunk before long. History never saw anybody take on all comers that way and not wind up with cauliflower ears, a queer look and a tendency to mumble."

Three

Appointments

Edmonton, Alta.—Department 529 (lunch counter, bakery), Mrs. E. S. Davidson, head of department.

Brandon, Man.—Department 523 (sporting goods, auto accessories, tires, toys, china, stoves, hardware, paints), department 548 (radios, refrigerators, washing machines, vacuum cleaners), Mr. F. Stratford, head of department.

Port Arthur, Ont.—Department 523 (sporting goods, auto accessories, luggage, toys, wheel goods, china, stoves, hardware, paints, tires, electrical appliances), Mr. L. T. Carson, head of department.

12½ Minutes!

"My train leaves in 12½ minutes and the handkerchiefs I ordered yesterday have not arrived," said the customer, phoning from a local hotel to our adjusting bureau. Into action went the bureau and duplicated the order which had been unavoidably delayed. Twelve minutes later a delighted customer was paged on the Minneapolis train and handed her parcel.

"Shucks," said Joe Whitehead, "why we do things like that everyday." Well, maybe, but we still think it was 4-star service—and so did the customer!

Tinfoil Wanted!

There's No Need for All Your Cigarette Money to Go Up in Smoke

—drop the tinfoil from your empty package in the time office receptacles provided. It will be collected from time to time and donated to patriotic and other worthy causes. Thank you!

Time office reports that another shipment of tinfoil was recently forwarded to the Children's Hospital. It weighed 60 lbs. Let's keep up the good work!

Beware of "They Say"

Now, if ever, is the time when old Dame Gossip should wear a curb on her tongue. No loyal Canadian would deliberately help the enemy's cause, but some might do it unintentionally through the common habit of gossip. Every gossiper feels he must go his fellow-gossiper one better. Hence, if the story he hears isn't sensational enough, he embellishes it. One thoughtless remark of this kind may prove helpful to Hitler since propagation of rumors is the enemy's business. Likewise the picking up of useful information through the medium of well-meaning but gossiping tongues. Let us beware of retailing rumors or passing along gossip that may harm the Allied cause.

Eaton Model Air Meet, July 20th

Miniatures of the great ships that sail the skies will vie in the Eaton model aircraft contest for 1940 on Saturday, July 20th (weather permitting).

Prizes will be two free trips by air to Minneapolis and 14 other valuable merchandise prizes.

Big gas-powered models that buzz aloft like bumble bees will compete along with tiny inexpensive "rubber motored" (elastic band) craft.

Mr. Al. Hall, of the hobby shop, tells us that it's going to be a grand show with the number of entries already ahead of last year.

Entry forms must be returned to the hobby shop, fifth floor, not later than Wednesday, July 17th.

Yes, Razor Blades Too!

Don't throw away your old razor blades, nor is there any need to bury them so the baby won't cut his fingers. Your country needs them now! The good steel in razor blades is another factor that's needed to help win the war! So please bring in your used blades to the time office.

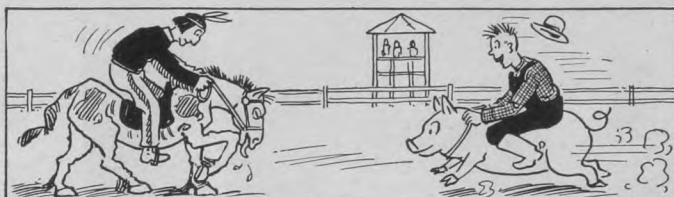
All Power to the Penny-a-Week Club!

The Penny-a-Week Club was originally started in the mail order approximately three months ago and at once caught the fancy and the hearts of Eatonians. Now the store employees, feeling that they too would like to help in providing comforts for our boys overseas, have organized a club. On Monday, June 17th, one or two people from each floor met and planned the campaign. Boxes have since been placed in each department and a secretary appointed for each floor of the store. There are boxes also in the garage, delivery and caretaking departments in which to drop your voluntary pennies. This new plan to help our fighting men promises to be a huge success. Thelma Irwin (superintendent's office), who is secretary, states that in two weeks more than \$58.00 has been collected! Let us all give the Penny-a-Week Club the whole-hearted support it so richly deserves!

Birthday Brings Reminiscences

Always interested to read "The Old Timer Talks" in the Winnipeg Tribune each Saturday. Somewhat of that idea comes to me when the programme of the Eatonian Club excursion to Portage la Prairie on Wednesday, June 17th, 1908, was placed on my desk recently.

The Eatonian Club was a social club within the walls of the Company and was really started to help entertain and look after the lonely Toronto employees in Winnipeg so far away from home. Money was raised by social evenings at the club, sleigh rides, skating parties, etc., in the winter and picnics, ball games, etc., in the summer. However, it was sometimes difficult to finance, so the committee at the time decided to put on a big field day of sports to raise some "real" money. The idea was to take an afternoon in the park or some spot and have races and sports—get everyone out to compete. When the matter was taken up with the late Mr. Gilroy, then manager of Winnipeg store, he decided to give the idea some thought, and the result was a whole day at Portage la Prairie on June 17th. Three special trains left the C.P.R. at 9.00, 9.20 and 9.40 a.m.—and some 1,800 Eatonians swooped on the Prairie City. What a day! Relay races, mile (open to the world), 100-yard dash, wheelbarrow race, managers' 100-yard race (any manager not participating fined \$2.00.) The prizes for this race were 98 cents, 49 cents and 23 cents. Baseball and football games, ladies' races and games—and then real excitement, **genuine horse races**, driving and saddle, with a snappy pony race thrown in! Excellent prizes were offered and such well-known horsemen as Dick Roche, Alex Stewart, J. Paxton, Arthur Newman and Dan McTavish looked after the starting, judging and timing of the events. An interesting race was the Sioux Indian pony race and Indian squaw foot race, with money prizes for the Braves and blankets, shawls and wrappers for the Squaws. An automo-



bile race for cars owned in Portage brought the big programme of sports to an end. Then followed a "bang-up" lunch, with the Mayor, Council, business and professional men of Portage present. This was arranged by Charlie Band, chairman of the day, in order that the Portage men could meet the officials of the day and other members of the Company. I recollect also that the Portage la Prairie stores closed in the afternoon to celebrate with us.

The officials of the club that year, as listed on the programme, were:

Honorary President.....	Mr. J. C. Eaton
President.....	Mr. A. A. Gilroy
Marshal of the Day.....	Mr. W. A. Porteous
Treasurer.....	Mr. W. K. Charge
Secretary.....	Mr. H. Hunter
Chairman Sports.....	Mr. Chas. Band
Chairman Transportation.....	Mr. J. H. Forster
Chairman Advertising.....	Mr. H. M. Tucker
Chairman Tickets.....	Mr. W. J. Gunn

What a day **32 years ago!** Charlie Band and the writer were a special committee and spent two or three days at Portage making all arrangements. They had tents put up, arranged with hotels and restaurants for meals, hired a man to ride his pig around the course and an Indian to ride the worst looking nag in the district, etc., etc.

Familiar to Eaton old-timers will be the following names of those on sub-committees for this historic event: R. F. Unsworth, W. J. Scott, Fred McMurtry, H. N. J. Shaw, O. B. Earle, W. O. Jeffries, Fred Pugh, Nelson South, W. K. Jamieson, Harry Fryer, John Guest, S. Harris, Geo. E. Graham, John Webster, Chas. Whitehead, Fred Beal, J. E. Robertson, S. Wilson. —Eaton Old Timer.

PRIZEWINNERS!

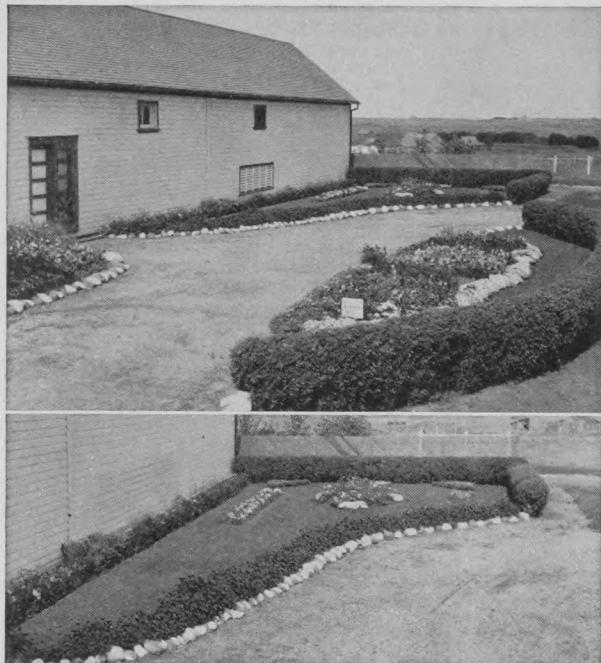
Here Are the Winners in the Employees' Suggestion Campaign for the Month of May

- \$3.00—Miss Myrtle Benson (108.)
- \$3.00—Miss J. Mackenzie (223.)
- \$3.00—Miss Ivy Whicker (211.)
- \$3.00—Mr. R. H. Hutton (105.)
- \$3.00—Mr. T. Masters (144.)
- \$3.00—Mr. R. Tench (234.)

Congratulations, Everybody!

A constant flood of **new ideas** is of vital importance to a store like ours. It needn't be a **BIG IDEA**—in fact it may be a very small one—that wins the money. **It's the practicability of the idea that counts.**

Have you an idea how to boost business, improve service, or perhaps a more economical way of handling certain details. Think your idea through carefully, then write it out and drop it in the **Suggestion Box**. Remember nothing ventured, nothing won! **Your idea may be a winner!**



"Who Loves a Garden—"

“Who loves a garden still his Eden keeps,
Perennial pleasure plants and wholesome harvests reaps.”

Pictured here is a lovely bit of landscape gardening done by Eaton men, in spare moments, at the former Eaton Creamery, Melita, Man. Planted with Eaton seeds—harmony marigolds, lobelias, petunias, pansies, sweet alyssum and others—the grounds are a blaze of color. An abundant carragana hedge surrounds the garden, also planted by Eaton creamery men.

"Blackfoot, Alta.

“I have taken prizes with vegetables grown from Eaton's seeds in the Lloydminster exhibition for the past two years, and I hope to make a clean sweep this year.”

* * *

"Stonehenge, Sask.

“I would like to say I have been using your garden seeds for 25 years or more and have always found them very satisfactory. I planted one 5-cent packet of your wild flower garden mixture last year and counted 30 different varieties of flowers in bloom.”

A little bit of **QUALITY**
Will always make 'em smile;
A little bit of **COURTESY**
Will bring 'em back a mile;
A little bit of **FRIENDLINESS**
Will tickle 'em, 'tis plain;
And a little bit of **SERVICE**
Will bring 'em back again.
—From “Western Hardware.”

From a Newark, New Jersey, woman comes a letter to Mr. W. T. Thompson of Eaton's, Port Arthur, Ont., part of which pays this tribute:

“Some of my most pleasant memories of Canada are those of service rendered by T. Eaton employees, Miss Scott at Montreal, Mr. Duffy at the Soo, and some others whose names I do not this minute remember.”

"Universal Providers"

From a planter in far-off Suva, Fiji Islands, once the habitat of fierce cannibal tribes, comes a letter asking prices on grain cleaners for maize and soy beans and information about other agricultural devices. The letter was addressed

“Messrs. Eaton's Ltd.,
Universal Providers,
Winnipeg.”

Shucks—And More Shucks!

A Moosomin, Sask., customer writes:

“I am enclosing snaps of Abundance fodder corn grown in 1939 by F. H. Frith, Moosomin, Sask., on his farm from seed purchased from The T. Eaton Co.”

* * *
Judging from the picture, the name “Abundance” was well chosen.



Your Necktie of Royal Irish Poplin is Steeped in History



Packed full of history and romance is the story of Royal Irish poplin from which men's neckties are made by the firm of Atkinson & Co. of Dublin, Belfast and London—a story too long to be told in these pages. Yet, since Eaton's have carried neckwear made from this luxurious hand-woven fabric for over 40 years, a few facts may prove of interest.

The weaving of poplin is an age-old craft whose roots were buried in long-forgotten centuries. Yet, while the craft has marched on into modern times, Irish poplin is still woven by hand, since it cannot be improved by mechanical process.

It was in 1683, when Louis XIV revoked the edict of Nantes, that the Huguenots fled from France. By 1693 many of them, who were silk weavers from Lyons and Tours, found their way to Ireland. Here one of them commenced experimenting on mixtures of silk and wool with a happy result. The beauty and strength of the fabric caught the public fancy and thus poplin was born 250 years ago.

When Richard Atkinson, founder of Atkinson & Co., makers of Royal Irish poplin (and later Lord Mayor of Dublin), commenced business in 1820, the descendants of these Huguenot weavers were carrying on the industry in their own cottages. Mr. Atkinson's custom was to visit them on horseback, accompanied by a mounted footman. Something of a martinet, he always insisted they get out their looms smartly, and woe betide the weaver whose work was not up to standard.

One of the treasured relics of this fine old firm is a lovely piece of Irish poplin ornamented with rose and shamrock and thistle. This was part of the exquisite material loomed for Queen Victoria and worn as a court train a year after she ascended the throne. It cost £4 a yard even in those days and the order was for 20 yards. Cloths of gold, costly brocades and poplins have also been supplied to royalty and nobility of Europe by Atkinson's for many a year.

Only the finest pure Chinese silk is used in making Royal Irish poplin. And did you know that the tensile strength of pure silk is nearly equal to that of iron? That silk is so elastic it can stretch almost 20% of its length without breaking? That it can absorb up to approximately one-third of its own weight in water without a feeling of dampness being manifest? Merino wool, the smoothest available, is also used in making poplin because it is crease-resistant. The wool is dressed with olive

oil, washed in river water from the Yorkshire Moors (because of its negligible lime content), twisted into worsted and "genapped" by flame to remove fibres. Then begins the ancient art of hand weaving—but one of the many processes in the creation of this aristocratic neckwear.

MONEY'S WORTH!

"How old do you think this suit of mine is?" There was a note of pride in the voice of the well-dressed elderly gentleman who was buying shirts at Eaton's the other day. So amazed was the salesman when told the suit was 25 years old that he requested the old gentleman to step over to the men's clothing department and let them see the wonderful service this Eaton suit was giving. "Yes, sir," reasserted the old gentleman to Mr. MacLean of the men's clothing, "I bought this suit here at Eaton's 25 years ago this July." The suit, a handsome dark striped worsted, had been worn regularly along with others in the man's wardrobe. "Yet," said Mr. MacLean, "you wouldn't think it had been worn more than a couple of months." Twenty-five years! Why, that's dressing for a \$1.00 a year—and dressing well! You can't beat that for money's worth!

Customers First, Please

"Courtesy has done its most
If you have made each guest forget
That he himself is not the host."

There is nothing that costs less and, at the same time, is of more value to you than good manners. They enrich your personality, give you poise, make friends for you wherever you go.

Did it ever occur to you that stepping in front of our customers when entering an elevator is a breach of etiquette?

Perhaps you never gave it a thought. But let's put it this way, supposing you were inviting guests to step into the family "chariot," would you hustle in yourself and let them trail in after you? Of course not! And that's the way it is with our customers. They are our invited guests. We owe them every courtesy, which includes standing politely to one side while they enter the elevators.

Remember Canada's war effort needs the help of American exchange. We must keep the flag of courtesy aloft, not only for its own sake but for the purpose of advertising Canada to visitors from the south.



Department Store Opera

By Roy Davis (Condensed from "Magazine Digest")

The "Magazine Digest" of June devotes four pages to an article on the history and achievements of our **Eaton Operatic Society**, which activity of Toronto Eatonians is presided over by Mr. Lorne Henderson. The article happily appears just as Mr. Henderson, who is head of Toronto store's investigation department, is celebrating his 35th anniversary with the Company. Winnipeg Eatonians join with our Toronto confreres in saying, "Congratulations, Mr. Henderson!"

The T. Eaton Co. Ltd. department store in Toronto is probably one of the few in the world where you can play the game of musical salesmen. You can do it while shopping and you play with the sixty-odd members of the unique Eaton Operatic Society who are scattered throughout the store as salesclerks, managers, office employees.

Your shirts are sold to you by Ross Smith, graduate of the Toronto Conservatory of Music and basso of the Society. Arthur Harvey, tenor, and Beth Warnes, contralto, fill mail order purchases. George Aldcroft, baritone, is a drapery salesman. Allison Wallace, contralto, mails your bills. And if perchance you are a passing "felon (but) not engaged in his employment," as sings the sergeant of police in the *Pirates of Penzance*, then you need have no fear of Charles Jolliffe, opera comic, or of Minnie Sinnott, soprano, who are members of the investigation staff. At Christmas time the comely Marjorie Mason, contralto, sells perfume. Norman Cherrie, baritone, as assistant manager of the electrical department, attends to your wants.

The Eaton Operatic Society has risen to the very heights almost of professional standing in performances of Gilbert and Sullivan operas and is now considered to be head and shoulders above any other similar group. In many respects the work of the organization equals the high standards of the D'Oyly Carte Opera Company whose pre-eminence in Gilbert and Sullivan cannot be easily challenged.

All the more remarkable then, that this exceptional musical enterprise is only an offspring, albeit an expensive one, of a store which is recognized as the largest department store organization in the British Empire, with over one hundred and fifty places of business in the Dominion of Canada.

The success of the Eaton Operatic Society is definite proof also that the day of patronage of the arts by private initiative has not yet passed. . . The T. Eaton Co. Ltd. is doing in the present circum-

stance what its forerunners among the wealthy have done since time immemorial in encouraging musicians, painters, writers to pursue their careers. . .

The work of the Eaton Operatic Society is bringing pleasure to a great and growing musical audience which is enabled in this way to satisfy its otherwise unattainable desire of hearing the music and words of the two masters of light opera.

Like so many other similar groups, the Eaton Operatic Society was an outgrowth of the store's policy of employee recreation. It was organized in 1932, emerging from the former Choral Society which had existed since the store's Diamond Jubilee in 1919. Practically every important Gilbert and Sullivan opera, with the exception of the *Pinafore*, has been given since then. This year the *Mikado* was performed. Each presentation has surpassed the previous ones in quality, and critics now acclaim the Society for "having made Gilbert and Sullivan operas their own."

The continuous functioning of the choral and later of the Operatic Societies for 21 years is an extraordinary achievement equalled by few, if any, others. The financial sustenance given by the store has been an important factor, but even more so was the extraordinary interest in music taken by a large number of employees, and the passionate concern for the group's success manifested by its moving spirit and president, Mr. Lorne Henderson, who in daily life is in charge of the store's investigation department.

With rehearsals occupying six months of each year, participation in the work of the Society perforce leads to the development of a highly trained corps of experienced artists who become far superior to the average amateurs. . .

Sets are prepared and designed by members of the Society in collaboration with the Eaton Auditorium theatre stage staff and artists employed by the store's decorating department. . .

The Eaton Auditorium, where the main performances are given, is in itself an interesting feature of the great department store. Hours after the store itself is closed, the doors open again to admit the audiences to the store's theatre where during the season some of the world's leading opera stars and musicians may be heard.

Two individuals, in addition to Mr. Lorne Henderson, have nurtured the Society from the very beginning. They are conductor T. J. Crawford, Mus. Bac. and choirmaster of the Timothy Eaton Memorial Church, and the assistant director and coach, former member of the D'Oyly Carte Company, Geoffrey Hatton, at present employed in the music department of the store.

In a Store Like Eaton's



—overflowing with new goods and special buying opportunities in practically every department, everyday that be-whiskered bromide "Will there be anything else?" is fast disappearing. And good riddance!

This out-moded expression, savoring of the cracker barrel and oil lamp days, invariably brings the response, "No, thank you." Most



Eatonians are now keeping up with the new goods in their department. They're also reading the pages of Eaton opportunities advertised daily. Thus they are ready to suggest new and interesting goods to their customers. Many also tell about special opportunities in other departments. Customers appreciate this intelligent and helpful selling technique. They seek out the salespeople who, instead of asking "will there be anything else?" proceed to show them something else.

TRUE STORY— Dress Department

Supposing you were a well-to-do woman on a trip from Florida to the Pacific Coast (nice thought to toy with)—and supposing you went hunting through some of the biggest stores in the largest cities for a dress and couldn't get one to fit you, unless you waited for **two weeks** for alterations because yours was a difficult figure—and supposing you stopped off at Winnipeg and went gunning through Eaton's dress department when, lo and behold! you found the very dress of your dreams!—and supposing Eaton's altered it to fit you beautifully and did it in **three days**—"Oh, boy! wouldn't that be a grand and glorious feeling?"

Well, that's exactly what happened. The saleswoman was Mrs. Chrispin and the alterations were made by Miss Waywood, head of alterations department, whose skill was known to Mrs. Chrispin, having been demonstrated in similar and equally difficult situations.

Cheers for our dress department! Cheers for Miss Waywood and Mrs. Chrispin! Incidentally, the customer was so pleased she plans to add further to her wardrobe at Eaton's when passing through Winnipeg on her return from the Coast.

Watches for Army Men

The watch circle has a fine display of watches suitable for officers and men of the forces. Sturdy, dependable timepieces that make grand gifts.

Stationers Attend "Pencils on the Movie"

A fine representation from the stationery department attended, along with approximately 150 other Winnipeg stationers, a talking movie on the making of pencils, as guests of Mr. Vernon Knabbs and the Lucket Looseleaf Company of Canada, in the Marlborough Hotel Blue Room, Thursday evening, June 13th.

The evening proved a very interesting and educational one and ended with refreshments being served. We hope to be able to pass along the knowledge gained from our attendance at this meeting to our pencil customers.

For Your Information—

The following separate grocerterias are now known as "Foodaterias" at

Kenora
Prince Albert
Portage la Prairie
North Main

In future please see that all records are captioned and all correspondence addressed as follows:

Foodateria,
The T. Eaton Co. Limited,
(Name of Town and Province.)

Thank you!

Along the "News" Front

News About Summer Colognes, etc.

Learned a few secrets about Colognes from Miss Sybil Lay in the toiletries section, main floor, that you'll be interested to hear, too.

1. There's nothing like a bit of Cologne—sprayed on—to give a girl that feeling of daintiness in the hot weather.
2. Choose a light Cologne for summertime use. The heavy perfume that was such a success in the winter is a decided failure when the tropical heat waves come.
3. Always use an atomizer when applying any scent. It makes it so much more effective and also makes the fragrance last longer.
4. A good trick is to put your bottle of toilet water in the frig. about half an hour before using. The resulting coolness, combined with the refreshing smell, makes you feel très soignée.
5. For the most subtle touch add a bit of Cologne to the rinse water after sudsing your undies. Do it once and you'll make a habit of it all the time.

Only a few of the "fragile-smelling" Colognes you may choose from are **Apple Blossom** by Rubinstein (my favorite); **Summertime** by Charles of the Ritz (it has the coolest woods-y smell!); **Honeysuckle** and **Pink Clover** by Harriet Hubbard Ayer; **Hot Weather Cologne** by Dorothy Gray (of which you get a big double-size portion during June, July and August for the same price as you paid for the ordinary size all winter.)

Miss Lay also states that **Skin Tonics** are especially nice in the summer. Pat your favorite one on after making up your face. It will set the make-up and your "complexion" will stay fresh looking longer.

And about **Sun Brown Oils**. Watch out for a burn if you're set on taking your sunshine in huge helpings. Daggert and Ramsdall's **Oil** (among others) will prevent that ugly, leathery look if you apply it before you lounge in the bright, beneficial rays.

Sun Brown Lotions are the thing to use if you plan on a "dressed-up" day in the open. These lotions sink into the skin, so you needn't be afraid of any oily stain marring your pretty frocks. They do the same work as oils, preventing severe harm from Old Sol.

* * *

News About Shoes and Shoe Polish

"Please try me on!" say the pretty **Wedges** in the women's shoe section, second floor. "We're comfortable, because we're low cut; or if we're high cut, we have stretchy "Lastex" that gently hugs the foot. We're flattering, because we're made of lovely white and colored summer shoe materials, many of us having 'V-throats' that seem to slim and slenderize the ankles. And, above all, we're smart (to use that old word that means so much), because, although our wedge-heeled style was more or less revolutionary in the beginning, it has lived to become a healthy young fashion with most well-dressed women."

"And I'm nice, too!" say our Wedges' new neighbors, the Miss "hilarisks." Also in the women's shoe section.



Casually speaking, we'd say that the "hilarisks" are meant for play or lounge wear. They're made of fabric, in white or colors with harmonizing trims, and have low wedge heels and low platform soles. As far as we know they're among the first of their kind to visit our town.

"Better NO white than not quite!" is a saying we all agree with when we see some handsome white article of clothing that has lost all its glamour because it is "not quite" white. So take a tip and visit the notions section, main floor, for the best **White Cleaners** on the market! If there is any "Lastex" in the body of your slippers, the department absolutely recommends "Cinderella" as the one brand that has been Eaton-researched to prove that it absolutely will not harm elastic fibres.

* * *

News About Handkerchiefs and Jackets

New Kerchiefs are so versatile! You can find almost any pattern and color you desire in the handkerchief section, main floor, and you'll discover that you can twist, turn and tie them into all sorts of novel little turbans, caps or babushkas. Then you might make a "halter" to match your head covering out of a second hankie. Visit the handkerchief section for ideas.



They're the sweetest things! We mean the clever little **String Jackets** (some with **Turbans** to match) in the neckwear section, main floor. You'll see them in blazing Roman or delicate pastel stripes as well as plain colors. At the moment we'd suggest that you wear them with white suits or skirts.

* * *

News About Garden Sets and Picnics

"Mary, Mary, quite contrary,
How does your garden grow?
We've **Garden Sets** on our fourth floor
That help you tend the seeds you sow!"



We admit our rhyme is rather poor, but you can't say we didn't choose a good subject. The four-piece **Gardening Sets** at our fourth floor accessory bar are made of bright green awning striped material and consist of:

1. An Oblong Cushion—so kind to kneeling knees.
2. A Matching Apron—to shield you from the earth.
3. A Visor—to protect your eyes from Mr. Sun.
4. And **Gardening Gloves** with big, bright cuffs—to help keep your new manicure nice.

* * *

Planning a picnic? Better start at the stationery department, main floor. Decide to take a **Colorful Paper Table Cloth with Matching Serviettes** so you'll avoid that extra laundry charge next wash day. Then carry out the color scheme of your table by choosing your paper plates, cups (for hot or cold drinks), etc., to match. And take along a supply of little wooden spoons and forks to avoid loss of your good silver.

If your picnic is to be a big "community" affair with prizes, you should look over the **Pen** and **Album** supplies. Or if it is to be quiet and leisurely, take along a **Magazine** from the large selection at the magazine counter, main floor.

—Lenore Vassie.



TO HELP BRITON'S CAUSE—

*Canada Needs the Largest Possible Number of Visitors
from the United States This Year!*



Here's How YOU Can Help—Treat Every American Visitor as a Personal Guest!

The Foreign Exchange Board at Ottawa has emphasized that American exchange is urgently needed in Canada for the purchase of planes and war supplies in the United States to help vanquish the hordes of Hitler.

Every Canadian, every Eatonian, therefore who wishes to help in the war in any way he can will use every effort to attract our friends from the south to Canada.

The best way this can be accomplished is for each of us to—

"Be a Good Host to Our Good Neighbors"

—as has been so fittingly expressed by the Young Men's Section of the Winnipeg Board of Trade. Specifically, here's what each of us must pledge ourselves to do:

Sell Canadian courtesy and hospitality to our good friends, the Americans, as never before.

Make it clear to them that there are no difficulties nor great inconveniences in entering Canada during the war.

Encourage our friends in the United States to visit Canada. Invite them to come and see for themselves the many attractions in Canada.

When they come to Eaton's treat our American visitors as we would personal guests in our own homes. Send them back home enthusiastic about our hospitality and friendliness.

Acquaint them with every facility of the store provided for their convenience and comfort.

Talk about the places of interest within driving distance of Winnipeg. Explain that the Eaton Tourist Bureau is always glad to map out tours to these places for visitors.

Direct them to the Transfer Office for all information about customs regulations and shipping instructions, so that they will not be bothered with perplexing details.

Should the war be mentioned, avoid controversy about American neutrality.

Above all, let them see us smiling and courageous.

Passport Regulations to United States

A special passport will be issued for United States only, cost to be \$1.00 and good for one year.

Special application form must be filled out and sent to Transport Officer, Department of External Affairs, Ottawa, together with two photographs (one certified), in order to obtain passport. Therefore, if you contemplate a trip to the United States, arrangements should be made to have the application form filled out two to three weeks before date of leaving. These forms may be obtained from Mr. Driver, general office.

After a valid passport has been obtained from Ottawa, it will be necessary for the applicant to appear, in person, at the office of the American Consulate General, 402 Tribune Building, Winnipeg, with three photographs, to have passport vised.

Wedding Bells

Hear the mellow wedding bells, golden bells!
What a world of happiness their harmony
foretells!
Through the balmy air of night,
How they ring out their delight!

All over Eatonia the chubby little fellow with the bow and quiver full of arrows has taken his toll! Few, indeed, are the departments that haven't at least one June bride to boast about. Some have two, three or four, while the lunch room and its subsidiary sections challenge all-comers with eleven marriages in June. This little journal adds its best wishes to all those listed here, and any we have missed, who, in June, set out on the great adventure. In the words of Rip Van Winkle, "May you live long and prosper!"

McPherson-King—A department romance was consummated at the altar when Winnie McPherson and Reginald King, both of 219 (lingerie), were married on Saturday, June 22nd, at St. Paul's United Church, Rev. P. T. Pilkey officiated.

* * *

Kooyman-McLean—The wedding of Frances McLean (219) to Albert Kooyman was solemnized on Saturday, June 22nd.

* * *

Edna Threadkill (219) left early in June for Vancouver, where she will be married.

* * *

Asgierson-Halldorson—The wedding of Lillian Halldorson (217) to Joachim Asgierson was solemnized Wednesday, June 26th.

* * *

Hall-Baxter—Phyllis Baxter (a former Eatonian and sister of Muriel Baxter (100 department) was married to Gil. Hall (214) on Saturday, June 22nd.

* * *

Honoring its altar-bound associates, the staff of 219 made a joint presentation to Winnie McPherson and Reg. King of chinaware; to Frances McLean, kitchenware, and to Edna Threadkill, miscellaneous gifts.

* * *

The Basement Store reports Eleanor Paull married to Frank Gibb on June 22nd; Ina Algeo to Douglas Scrimgeour also on June 22nd. Gladys Grewer chose June 29th for her marriage to Jack Hutchinson.

* * *

Foodateria reports two June brides, Doris Lauderdale to Art Coulter on June 1st and Olive Barney to Corp. William Ely on June 3rd.

* * *

Pascoe-Tustin—The wedding of Rita Tustin (13, men's clothing, M.O.) to Lloyd Pascoe was an event of June 22nd.

* * *

Dagg-Morrison—Lillian Morrison (toiletries) was united in marriage to Frank Dagg, Le Pas, on June 15th. Associates presented the charming Miss Morrison with a gift of crystal.

Miss Christine Reid (toiletries), who left for Vancouver where she will be married, was presented with silverware.

* * *

Carpenter-Burns—Dorene Burns (adjusting bureau) was united in marriage to Frank Carpenter on June 15th at St. Matthew's Church. Associates presented Dorene with a lovely eiderdown.



Atkinson-Morrison—Dot Morrison (general office and petite prima donna of the Masquers' Club) was married on Saturday, June 15th, to William Atkinson. Associates gave Dot a handsome rug and accompanying mat—with loads of good wishes!

* * *

Lees-Covic—Agnes Covic (hosiery, M.O.) became the bride of Norman Lees on June 8th. Associates presented her with a gift of silverware.

* * *

From the Lunch Room and its kindred services come the report of eleven June brides—Beata Gray (grill room cakes), Amy Fatty (luncheonette), Maude Shaw (delicatessen), Astrid Nelson (grill room), Hazel Almond (restaurant counter), Isobel Giffen (luncheonette), Lillian Osborne (restaurant counter), Mildred Fryer (luncheonette), Emma Calder (grill room cakes), Eileen Hawkins (restaurant counter), Lillian Ramsay (bakeshop).

* * *

Johnson-Fryer—The wedding of Millie Fryer (229) to Harold Johnson (259) was an event of Saturday, June 22nd.

* * *

Stevens-Mann—Hilda Mann became the bride of Charlie Stevens (opticians) on Saturday, June 29th.

* * *

Watson-Sproule—Norma Sproule (147) was married to Harold Watson (206) on June 8th.

* * *

Woodhouse-Sabodin—Ann Sabodin chose June 1st for her marriage to Jack Woodhouse (247.)

Dorene Burns



Agnes Covic



Taunton-Cavaghan—Olive Cavaghan (woman's neckwear) became the bride of Buster Taunton on Saturday, June 29th, at St. Alban's Church. Associates staged a supper party at Assiniboine Park on June 26th and presented the bride-elect with a handsome table. Mr. Harding, manager of 208, made the presentation. Arrangements were in the capable hands of Miss Reid.

* * *

Gay-Kuczer—The wedding of Mary Kuczer (alterations department) to Nicholas Gay was an event of Saturday, June 8th. Associates presented the bride with a Trillite lamp.

* * *

The Basement Smallwares had three June brides—Mary McInnes to William Irvine on June 22nd; Ada Bunting to Charles Thompson also on June 22nd; Margaret Pelletier to John Shea on June 29th.

* * *

Stiles-Hughes—Prior to leaving the department on Saturday, May 18th, Lydia Hughes was the recipient of a beautiful standing lamp from her associates. Mr. J. W. Aker stressed the loyalty shown by Lydia during her years of service and her ability to do things without waiting for a lead. A lovely bouquet of roses and a corsage were also among the decorations in evidence. Lydia was married on the 29th May, and the lucky man is Les. Stiles. —Contributed.

* * *

Wallace-Ridings—Edna Ridings, 54 (men's shoes, M.O.), was married to J. Wallace on June 15th.

* * *

Anderson-Keegan—Eileen Keegan (woman's coats and suits, M.O.) became the bride of Clinton Anderson (men's hats) on June 29th.

* * *

Brown-White—Joan White (millinery, M.O.) became Mrs. Brown on June 10th. A few days later her soldier husband left for active service. Such is the luck of brides in these history-making times. Godspeed you, soldier!

* * *

Oliver-Anderson—The wedding of Eileen Anderson (drug factory) to Kenneth Oliver was solemnized on June 1st.

* * *

Smith-Storsather—Evelyn Storsather's (mail order exchange) wedding to John Smith was an event of June 22nd.

* * *

Twyman-Snelling—Congratulations, Myril, on your speedy recovery—and what's this! Why, she is no longer Myril Snelling (candy factory) but Mrs. Stanley Twyman. This event took place on June 8th. Loads of happiness!

Mary Kuczer**Rita Tustin**

Foodateria Staff Honors Bride

In honor of Mrs. W. Ely (formerly Miss Olive Barney, foodateria) a miscellaneous shower was held at the home of Mrs. J. W. Foubister, Maryland Street, Thursday evening. Features of the evening were a solo, "Because," by Miss L. Holding and Miss M. Taylor entertained on the piano accordion. A very pleasant evening was enjoyed. The guests numbered 62.

* * *

Headon-Macfarlane—The wedding of Edna Headon (drug order board) to Robert Macfarlane was solemnized on Saturday, June 29th. Associates of Edna Headon presented her with a lovely pair of blankets and Pyrex ware. Miss Headon, who was 20 years with Eaton's, will be greatly missed by both her co-workers and the many customers she served so efficiently over the years.

* * *

June Grooms

A number of the store's most eligible bachelors succumbed during June, to wit: Bruce Evans (272), Jack Brownrigg (147, inspectors), Gil. Hall (214), Harold Watson (206), Jack Woodhouse (247), Harold Johnson (259), Charlie Stevens (239).

A Nevada, U.S.A., woman, visiting Winnipeg during a hot day in June, bought a fine pair of skis in our sportswear section.

* * *

A university professor from Grand Forks, N.D., visiting Winnipeg for the first time, recently was asked by a radio announcer what impressed him the most about our city. "The large number of well-dressed women," was the learned man's gallant reply. Take a bow, girls!

WHITE LIES

Mother: "Do you know what happens to little girls who tell lies?"

Mary: "Yes. They grow up and tell their little girls that they'll get curly hair if they eat their spinach."

—Cabinet Builder.

* * *

SOME SYSTEM!

Mrs. Duff: "I feel lots better after a good cry."

Mrs. Jawsom: "So do I. It sort of gets things out of my system."

Mrs. Duff: "It doesn't get anything out of my system, but it does get things out of my husband."

—Hercules Record.

"and so they were married"



"Where we love is home,
Home that our feet may
leave but not our
hearts."

CONTACTS



"The Engagement is Announced"

Sportswear — Marie Benard to Sergeant-Major Hugh McDonald, P.C.I.L., wedding to take place in July.

* * *

Hardware Order Board — Phyllis Locke to George ("Scotty")

Kitchener Moir. To be married July 13th. Presented with a kitchenware shower by associates at home of May Aitcheson.

* * *

Millinery — Mabel Morden (210, millinery) to Leslie Lees.

* * *

Handkerchiefs — Margaret Lange to Norman Ingram. They'll be married August 8th at St. Matthew's Church.

* * *

Fancy Goods — Hilda Smith* to Robert Drummond Wilson, wedding to take place on July 3rd. Miss Smith will be married by her brother, Rev. A. E. Smith, who will also be married on the same day.

Margaret Grant* to James Main, wedding in August and will reside at Timmins, Ont.

*Thus the fancy goods department loses two charming "red heads."

* * *

Basement Store — Marion Reid to Bruce McGregor, assistant 220, wedding in August. Winnie Allen (288) to Leslie Mann. Marjorie Nivens (282) to Lloyd Patton. Jean Milne (282) to Ted Evans. "Toots" Rompelman (282) to Bud Gillis. Ivy Barkworth to George Watt.

* * *

Foodateria — Dora Crossen is engaged to an air force man; Ruby Matthewman to Walter Robson, C.A.S.F.

* * *

Meat Order Board — Irene Ewart is wearing a lovely ring on the official finger.

* * *

General Office — Dorothy Robinson to Frank Manning.

* * *

Hosiery — Lena Kendall* (men's socks) and Jack McLean will be married August 17th at King Memorial Church.

Jack Locke* (men's socks) and Evelyn Pringle have also chosen August 17th as their wedding day.

*Looks like the men's socks are going to be a bit short-handed on August 17th!

Doreen Darnell's engagement to Murray Samson is announced, wedding to be solemnized on August 24th in St. Margaret's Church.

* * *

Fancy Goods — Ella Graham to Douglas Barton (W.R.); Grace Fox to Fred Harlock.

* * *

Economy Self-Serve — Marjorie Reed to H. G. Hardham.

* * *

Yard Goods — Grace Ritchie to Dan. McKenzie. Wedding in August.

* * *

113 Department — Miss Betty Grey is wearing the ring of Horace Swonell. Both of 113 department. Horace is at present in the Canadian Navy. Their marriage is now being planned.

167 (mailing list) — Esther Allen to Sam McGowan. Wedding in July.

* * *

Candy Factory — Teenie Coswin leaves to be married to Mr. Lawrence (Lolly) Johnston, of the fur storage, on July 20th. Department 1247 wishes you loads of happiness and luck!

* * *

Mail Order Complaints — Doris Davis betrothal to Albert Brown is announced.

* * *

Welfare-Office — The engagement is announced of Mary Otto to Constable John Taylor, Royal Canadian Mounted Police. The wedding will be solemnized on July 20th at Regina. A host of friends and admirers extend their blessing. Miss Otto will be greatly missed.

Life is a Commencement

... When I got through the theological seminary I had a commencement. When I got married I had another commencement. When I began my first pastorate I had a commencement. When I die I expect to have another commencement. Life is just one commencement after another.

The things of value to the soul are not finished here on earth. Death does not end all. Life's incompletions here will be continued hereafter. God is good. There will be a time and place where all the inequalities and injustices of life will be righted. Let us so live that each commencement will be a happy one and mark the beginning of higher and better things.

—J. Whitcomb Brougher.

Honoring Miss Dorothy Claydon, whose marriage to Mr. Errol Cummings of God's Lake, Manitoba, was an event of June 15th in Grace Church, the girls of department 1203 (printing) entertained at a delightfully arranged kitchen shower at the home of Miss M. Hoffman, Sprague Street, Thursday evening, May 30th.

The guest of honor was the recipient of many pretty and useful gadgets for her kitchen in the far north country. Best wishes from all of us, Dorothy! May your future always shine as do your new pots and pans!

—N.V.D.

Shower for "Beata" Gray

A party shower was held at the home of Miss Joan White in honor of Laura Rebecca ("Beata") Gray (grill room products counter.)

The guest of honor (that's "Beata") was seated in a cosy arm chair, decorated with pink and white streamers, and was presented a lovely corsage of roses and sweet peas by Miss Millie Balmer.

The gifts were presented by little Gertie Stefan, who wanted to open them first.

After all the "Oh's!" and "Ah's!" and the "aren't they lovely" exclamations were over, games were played and Joan White entertained with several vocal selections, accompanied by Miss Doris Blythe.

Refreshments were then served—especially to keep Mary Suttle quiet!

To complete the evening, the "Flora Dora Girls" presented a tricky little dance to the tune of "The Dark Town Strutters' Ball." The dance team consisted of Misses Emma McCalder, Kay Askew, Gertie Stefan and "Twinkle Toes" Balmer.

—Flossie, the Gossip.

Eaton Equestriennes Win!

Congratulations to the fair equestriennes of the Eaton Women's Riding Club who made such a fine showing in the Sixth Annual Horse Show of the Cambridge Riding Academy.

In the Eaton Ladies' Saddle Class—1st, Doreen Darnell (207); 2nd, Eleanor Harvey (hospital); 3rd, Gwen Garbutt (205.)

In the 15.2 and under Saddle Class Gladys Smith (138) took a third.

Mrs. Mabel Paterson Retires

After 17 years' service with Eaton's, all of which was spent with the juvenile department, Mrs. Mabel G. Paterson retired on June 20th on account of ill health.

Mrs. Paterson, who came to Eaton's on March 4th, 1923, has many warm friends in the store, and also built up a large clientele of customers. She will be greatly missed by her associates, who join in hoping that she may soon enjoy improved health.

Howard Gooderidge (warehouse furniture department) will, on the 28th of July, have completed 35 years with the store. All of that time he was connected with the same department. Howard says he feels good enough to carry on for another 35 years. Congratulations!

Stag Party for Jack Brownrigg

Jack Brownrigg, a benedict of June, was honored by a group of friends at the home of Ronnie Knowles on Thursday evening, June 20th. Jack received a miscellaneous shower of useful gifts, accompanied by loads of advice and good wishes.

Games and refreshments wound up a grand evening. Those present were Jack Brownrigg, Bill Hodgson, Jack McKenzie, Bruce McGregor, Albert Dolloway, Eugene Kenahan, Bert Dent and Ronnie Knowles.

Fisherman's Luck!

Here we see George Scott (113) with a 25-pound 13-ounce lake trout he caught at Trout Bay, near Sioux Lookout, Ont., on June 2nd. The fish measured 29½ ins. long and probably was a 32 pounder, experts say, since it wasn't weighed till several days after being caught. George used a South Bend rod and 18-pound test line bought in the sporting goods section.



The deepest sympathy of his associates and many friends throughout the store is extended to Mr. William King, 212 department, on the loss of his wife, who passed away at King Edward Hospital on June 19th. Mrs. King was the former Sadie Thompson of 229 department.

* * *

The staff of 11 department extend to Mr. and Mrs. Jack Shepherd their sincere sympathy in the loss of Mrs. Shepherd's mother, who passed away on June 3rd.

* * *

Associates and friends of Laura Antaya (1208, photographic) extend their heartfelt sympathy to Miss Antaya in the loss of her mother, who passed away on Thursday, June 20th.

In the Money!

Give the boys a hand—that is Ab. Watson, Jock Mowat, Reg. Wheatcroft and Walter Scott. These gentry, all from 228 department, entered as a team in a recent "Dr. Query" True or False programme and captured \$25.00 in prizes. Nice going!

When Mr. Adam Beck, department 11, celebrated his 30th year of service with the Company on June 6th, the boys and girls of the department presented him with a "Hammond" electric clock to mark this important milestone.

Playing for Time—They were standing on the curb in the blackout! He was imploring her to marry him.

Twin points of light gave warning of an approaching car as he spoke.

"If you don't say yes I'll throw myself in front of this car!" he threatened.

She grabbed his arm in a panic. "Wait, don't do it!" she cried. "Give me time to think—there's bound to be other cars coming!"

See Him Smiling!

You'd smile too if, when you came to work on your birthday, you found your desk all decked out with birthday cards and gifts from admiring friends. That's what happened to Mr. George Stokes, head of the counting room (better known as the head cash office) on June 5th. Congratulations! It's certainly nice to be popular!



Take Your Pick!

Eaton Staff Activities Make Impressive Reading!

Let's glance down the list of activities fostered by the Company for the enjoyment and benefit of Winnipeg Eatonians.

Summer Sports

Eaton Angling Club maintains a comfortable lodge on banks of Winnipeg River, with sleeping accommodation for 14 persons. (See Finlay Tease, time office.) As companionable a bunch of fishermen as ever cast a hook!

Baseball League—Has a three-team league of swatters in the city, mail order and drivers. Play two evenings a week at Wesley Park.

Cricket is represented with a jolly good team in the Winnipeg and District League.

Men's Golf is a major activity, with the membership totalling 360 pillchasers. Four classes in the annual three-day tournament.

Women's Golf has 169 members and played 473 games up to May 31st.

Softball League got a late start on account of weather but now has three girls' and three men's teams. Membership totals 90.

Women's Swimming does plain and fancy swimming in the Y.W.C.A. tank. A great opportunity for non-swimmers to learn. Summer membership numbers 55 women and girls.

Tennis has an active membership of 80 players. Some pretty snappy "racqueteers" among 'em, too!

The Girls' Riding Club has already dashed down summer bridle trails to the tune of 45 hours.

The Triggerettes' Rifle Club embraces the store's sharpshooters with both summer and winter activities.

The Men's Club is now planning several of those summer outings for which it is famous.

Fall and Winter Activities

Our Five-Pin Mixed Bowling League is one of the world's largest, with a membership of 144 girls and 96 men. They play a total of 4,032 scheduled games in a season, not including play-offs.

Ten-Pin Bowling—A team in the commercial league.

Curling is an important feature, with 56 men's rinks and 8 girls'.

Gymnasium—The girls have two sessions of gym and swimming (spring and fall) at the Y.W.C.A.

Hockey—Many inter-department teams.

Ski-ing—Despite lack of snow, the Eaton Blue Birds Club finished its second season with 80 members.

St. John Ambulance—A class of 74 Eatonians took first-aid work during the 1939 season.

Dramatics—The Eaton Masquers' Club, which has made a name for itself across the Dominion. Spring revue, comprising 200 Eatonians, was a record-breaking success.

Eaton Women's Club—Has monthly dinners with a guest speaker. The girls are now up to their ears in war work.

Eaton Camera Group numbers some of the store's most expert amateur photographers. Holds monthly meetings with usually a guest speaker. Also stage prize contests for their members.

Triggerettes' Rifle Club Stages Annual Dinner

The annual dinner of the Triggerettes' Rifle Club was held in the Grill Room, at 6 o'clock, Wednesday, May 29th.

Mr. B. C. Scrivener and Mr. A. D. MacDonell were honored guests. Speaking of the club's activities, Miss M. Gale, president, and Mr. B. McGregor, coach of the club, told of the enjoyable gatherings each Monday evening at the range and of the improved marksmanship, notably among new-comers.

The trophies for the year, presented by Mr. Scrivener, were awarded as follows:

M. Gale—"A" Class Cup.

Z. Rathbone and A. Headon—"A" Class Medals.

A. Headon—"B" Class Cup.

M. Reid and A. Sloan—"B" Class Medals.

Individual prizes for high scoring in club matches were won by Miss M. Gale, Mrs. J. A. Stewart, Miss G. Trueman and Mr. G. Iddon.

Following the presentation of prizes, Mr. J. A. Stewart spoke of the Dawson Road Range being available for outdoor shooting this summer. Many of the members are hoping to take advantage of this opportunity for improving their marksmanship and thus enable the club to organize a winning team for competitions next season.

Speaking About "Trick Shots"

We read in Amos Parrish magazine that there are few golfers good enough to shoot over the trees or the rough or the water on a good dog-leg hole.

There are fewer business men able to get away with taking short cuts to getting sound business.

If they're smart, they leave the trick shots to the tricksters. And have their best measure for their own work the soundness of that work rather than its sound—however sweet or however tricky its short-cuts.

June, 1905—"Well and Truly Laid"

Carpenters Finish Laying Maple Flooring on Second Floor of Eaton's



Taken 35 years ago, a few weeks before Eaton's made its bow to Winnipeg, this picture was recently sent to "Contacts" by Mr. Frederick Smith who worked on the construction of the store. Though the picture has faded somewhat with the years, Mr. Smith hopes that old-timers here and there may recognize familiar faces.

In the picture (Mr. Smith is not sure of their positions) are Bob Barlow, assistant architect; George Hanna, foreman carpenter; Billy Herget, assistant foreman; Jim Lennox, Con. Croft, D. Pattinson, George Bell, A. Dilte. Mr. Smith is in the back row, second from centre pillar, wearing a blue shirt. * * *

"Friends depart and memory takes them to her caverns pure and deep."

"Traders"

A small oval-shaped celluloid button, such as boys like to collect, came to our desk the other day. Embazoned on the button is a picture of the store with the inscription,

"Eaton's, Winnipeg, July 17th, 1905-1911."

It seems that this 29-year-old button, which marked our 6th anniversary, belonged to a small boy's collection of treasures. Recently he traded the button for another with the son of an Eatonian. What a story the little button could tell!

"Purl and Plain" Draw

A recent draw held by the "Purl and Plain" knitting brigade club, in aid of comforts for soldiers, was won by Mr. J. McConnell, 20 department, well-known sports scribe and authority on big league baseball. Nice going, Mac!

Teamwork

. . . The tragedy of the Chinese nation has been its scores of dialects and its innumerable leaders and forces fighting against one another. No teamwork. No united nation, to fight for its liberty as one man.

Yes, two heads are better than one, as the saying goes, but four heads, six—or a hundred—are better when it comes to putting over something really big. But all heads must be united—think and act as one—pull or push together.

The word co-operate is derived from two words, meaning together and work. So that "co-operate" means to work together.

The lagger behind—without helping others up—never gets anywhere.

United power is the synonym for smoothness and achievement, no matter where it is applied. YOU feel that you have more power when others are pulling, or pushing, with you. The strongest leader can do nothing against a lot of quarrelers in his midst.

If you want to be successful, associate with those who strive for success or whose ideas mesh with yours. If you want good government in your town, unite with those who also want the same thing. Nothing can defeat the best in any community.

Never worry about getting your share of personal credit, when working out a problem with others or while working in an office. If you give all that is within you, in co-operation with your associates, there will be glory enough for all!

—Fisher Plant Life.



Top Left shows Dave Shore touching up May Irvine's make-up before she "goes on" again.

Top Right shows Tommy Hill ("Gunner Joe") getting that ludicrous beard.

Lower Left—"Billie" Grant does a bit of "ageing" to Sam Fleming. "Billie's" an architect by profession and draws her lines with artistry and precision.

Lower Right—Another member accents the eyebrows of prima donna Dorothy Hole.

Let's Make Up!

If you like the smell of grease paint, the "lower regions" of the Dominion Theatre (beneath the stage) on the nights of May 1st to 4th was a fascinating spot.

Here some 12 to 14 skilled members of the Eaton Dramarts' Make-Up Club painted, powdered and lined the big cast of "Hits and Misses," numbering 200 Eatonians. And did an artistic job of it, too, according to those out front. Another reason for the Masquers' record-breaking success.

Director Ernest Fletcher says that to make up the big cast required the following materials: 12 pounds of cold cream, 6,000 Eaton tissues, 6 dozen powder puffs, 10 boxes face powder, 18 sticks eye-brow pencil, 12 boxes rouge, 60 ounces of liquid powder, and collodion for blistered heels and toes.

Rain Plays Havoc with Ball Schedule

"And Then the Rains Came," Laments Bill Clay, Softballers' Scribe



Mr. W. Clay

During the last three weeks, says Bill, we have had little chance to show how close teams will be matched in the present schedule.

Almost every night we have been scheduled to play, the scene has been like the famous movie of the far east entitled "The Rains Came." Managers have had no opportunity of finding out how good they or the opposition really are.

In boys' "A" division, the champions of the last two years, the Sioux, are leading with two wins and one loss, while Bombers have broken even in two games. Athletics occupy the cellar position with one win in three starts.

In the girls' "A" division, Pats and Elites are ahead, having won their only games played at the expense of the Imps, who so far have failed to enter the win column. However, it must be said for the Imps they have tried hard and in one of their losses were just outlucked, and will be in there winning before long, as soon as we get started to play again.

STANDINGS—BOYS' "A"

	P.	W.	L.	Perc.
Sioux	3	2	1	.667
Bombers	2	1	1	.500
Athletics	3	1	2	.333
<hr/>				
	GIRLS' "A"			
Pats	1	1	0	1.000
Elites	1	1	0	1.000
Imps	2	0	2	.000

PINCH HITS

Romance on the diamond! Congrats to Jack Day and Ella Garrett, the Elites coach and star pitcher, who are engaged. The best wishes of fellow-players and opponents and league officials are extended to these popular players.

Miss Weitman, the diminutive third baseman of the Imps, is making a name for herself with her clever plays at the hot corner.

Rumor has it that the senior league is starting to raid our girls' divisions for star players. We wish our players the best of luck wherever they go, but we do hope they finish out our schedule first.

Home runs reported—Garrett, Fisher, Hutton, Gallagher and Gordon Cooper.

It is possible the schedule will have to be rewritten, so watch the time office boards.

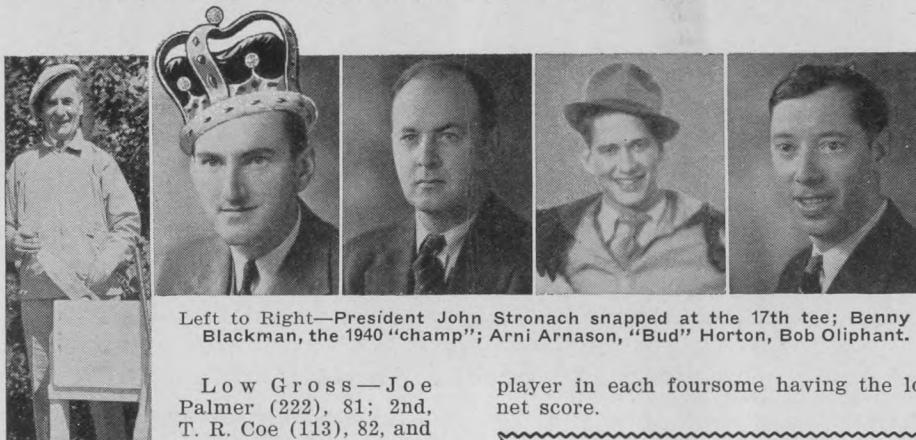
I think umpires would do well to make sure the weather is both warm and dry before they decide to keep players out in the wet and cold. This league is played purely for fun and there's no fun for player or spectator when the umpires do not know when to call a game.

Lillian Haldorson Honored

On Friday, 14th of June, Mr. and Mrs. E. H. Lee entertained the staff of department 217 to dinner at their home in honor of Lillian Haldorson, whose marriage was an event of June 26th. As always, the staff did justice to the delicious dinner. The evening was spent in a sing-song around the piano, ably accompanied by Bernice Miller, while movies, shown by Mr. Pryce, manager of 218 department, were also keenly enjoyed. On making a presentation to Miss Haldorson, Mr. Lee paid high tribute to "Haldie's" wonderful disposition. As the evening ended, everyone joined with one accord in saying that Mr. and Mrs. Lee are the perfect host and hostess.—H.F.

Benny Blackman Captures 1940 Eaton Golf Crown

Scores a Brilliant Net 68 to Win the R. Y. Eaton Trophy for Championship Class. J. E. Elders is Runner-up with a Net 71



Left to Right—President John Stronach snapped at the 17th tee; Benny Blackman, the 1940 "champ"; Arni Arnason, "Bud" Horton, Bob Oliphant.

Low Gross—Joe Palmer (222), 81; 2nd, T. R. Coe (113), 82, and M. B. MacKinnon (100), 82, tied.

Winner of the H. M. Tucker trophy for "A" class played over Pine Ridge course on June 24th—Arni Arnason (146), 86-2-84. Runner-up—D. C. Campbell (290), 91-2-89, and *A. Johannesson (27), 91-2-89, tie.

Low Gross—J. Soboden (1247), 91, scratch; 2nd, J. W. Baxter (27), 93, scratch.

*In the event Johannesson beats Campbell, the latter will win second, Low Gross.

Winner of the R. S. McCordick trophy for "B" class played over Elmhurst course on Monday, June 24th—G. ("Bud") Horton (103A), 98-6-92. Runner-up—A. W. Warren (268), 100-6-94.

Low Gross—Stan. Cameron (213), 99, scratch 99, and K. Hutchinson (101), 99, scratch 99, tie.

Winner of the B. C. Scrivener trophy for "C" class played over Elmhurst course on Tuesday, June 25th—R. Oliphant (176), 101-10-91. Runner-up—F. T. Mace (172), 104, scratch 104, and D. Oliphant (52), 104, scratch 104, tie.

2nd, Low Gross—J. Donnett (4), 105, scratch 105.

* * *

Playing over the Elmhurst course in a high wind on Wednesday, June 19th, Benny Blackman defeated his nearest opponent, J. E. Elders, to win the Eaton golf championship for 1940. With a handicap of 14, Benny's net score of 68 was 2 below par for the course. Mr. J. E. Elders' net 71, with a handicap of 18, was likewise the kind of a golf score many of us dream about!

Ties were a feature of this year's play, with one tied score hanging in the balance in each class.

Adding zest to the 1940 field days was the special prize of one golf ball to the

player in each foursome having the low net score.

Thank you, gentlemen golfers, for your contribution to the Athletic Patriotic Fund. The secretary states that the contributions received at the 1st and 10th tees totalled \$23.69.

PLAY BALL!

Standings of Eaton Baseball League

	W.	L.	Perc.
Dodgers	2	0	1.000
Rangers	1	2	.333
Giants	1	2	.333

Interrupted by bad weather conditions, the Eaton Hardball League managed to play only two games in two weeks.

On June 12th the Rangers, playing snappy ball, beat the Giants 11-5. The Rangers had 11 hits to the Giants 8. Dick Little and J. Kellas of the Rangers, and J. McRae of the Giants, were the best players on view.

Batteries: Rangers—Hind and Little. Giants—McPherson, McDonald and Johnson. Umpire—Moore.

On June 19th the Giants got their revenge in a big way. Losing 7-0 at the end of the fourth inning, they came back strong and defeated the Rangers 12-9. The Giants had 13 hits; the Rangers, 8. Features of the game were Baxter's terrific smash over the right field wall and McDonald's strong pitching towards the end of the game.

Batteries: Giants—McDonald and Johnson. Rangers—Lindsay, Hind and Corrigan. Umpire—Evans.

The four C's of good letter writing are said to be:

1. Courtesy.	3. Clearness.
2. Conciseness.	4. Conviction.

Without all four a letter can't be wholly good.

**In Case You're Wondering Who This Happy Crowd is—
It's the Seeds' Picnic!**



Seeds Stage Second Annual Outing

On Saturday afternoon, June 15th, the staffs of 42 and 224 departments, with friends and all the little "buds" and "blossoms," totalling some 60 persons, proudly bore the seed standard, "**To Grow the Best Sow the Best**," to River Park for their second annual picnic. Baseball and races were keenly contested under the excellent supervision of Mr. Art Conn.

Mr. Rourke, as master of ceremonies, was every place at once, giving his advice and help, particularly in the art of spreading the picnic table, which was a master achievement. All thanks to our kindly donors—Messrs. Ross, Douglas, Foubister and Hall.

There was but one cloud to an otherwise bright sky. This was the absence of Mr. P. Ross, our department manager, who was unable to attend. However, by his kindly interest and good-will, we knew that Mr. Ross was with us in spirit.

**5 and 36 Departments
Stage Picnic**

On the invitation of Mr. J. W. Aker, head of department, the staffs of 5 and 36 departments held a picnic on the grounds of Mr. Aker's residence, at Kingston Crescent, on the banks of the river. Wednesday, June 5th, at 5 p.m., the exodus from the mall order commenced, and an hour later all were comfortably seated enjoying a chicken supper in the lovely outdoor surroundings. Mrs. Aker welcomed the cavalcade to her home and her kindness was greatly appreciated. A special feature of the activities was the presentation by the girls to Lydia Hughes leaving to be married. Mr. V. W. Gilmer, assistant, was the medium through which a shower of aluminumware was handed over, and Lydia expressed her thanks standing on the wheelbarrow. Outdoor games, such as volleyball, baseball, putting, revolver shooting, etc., were held and everyone had the time of their lives. Gilbert Blamey tried his hand at canoeing, but ask him how he progressed. Thanks to our genial hosts concluded a very enjoyable evening.

The winners of the various events were:
Women's Peanut and Spoon Race—1st, May Alderdice; 2nd, June Rourke.
Men's Peanut and Spoon Race—1st, Mr. Foster.
Boot and Shoe Race—1st, Irene Thorpe; 2nd, Irene Clay.
Married Men's Race—1st, A. Rourke; 2nd, A. Conn.
Married Women's Race—1st, Mrs. Edwards; 2nd, Mrs. Harrsmaan.
Single Women's Race—1st, Yvonne Sauve; 2nd, Grace Martin.
Single Men's Race—1st, Harry Gill; 2nd, George Elrick.
Women's Sack Race—1st, Sadie Dewick; 2nd, Eleanor Dowling.
Men's Sack Race—1st, Mr. Sutherland; 2nd, Berne Oliver.
Wheelbarrow Race—1st, Miss Wood and H. Fairman; 2nd, Miss Hyslop and Fred Shaw.
Ladies' Relay Race—Misses Betty Allan, Olive Eldred, Thelma Fairman, Olive Fairman.

**We Know Something Good
About Each Other**

This world would be better in every way
 If the people we met would only say,
 "I know something good about you,"
 Instead of letting idle gossip hold sway.
 And if every handclasp, warm and true,
 Had with it this assurance, too,
 I know something good about you,
 Our daily tasks would be less hard to do.
 Life would be more happy
 If the only things about us all,
 That others bothered to recall,
 Were the good that's in us all.
 Who are we to judge or criticise,
 We should be made to realize
 We have no right to jeopardise,
 By gossip, other people's lives.
 So let's swing into line and practise
 That splendid way of thinking, too,
 You know something good about me
 And I know something good about you.

—Arthur J. P. Atkinson,
Composing Room,
1203 Department.



Congratulations to these six Eatonians who, during April, May and June, reached their 25th year in Eaton service.

Little did they dream when joining our ranks a few months after the outbreak of the Great War to end all wars, that a quarter-century later war would again be raising its ugly head. Here's hoping that when victory for democracy comes this time it will prove final and conclusive. A quarter-century hence may "war" be merely an obsolete word in the dictionary!

- 1—April 6th—**Miss Isabell Noble**, 1201 department (shirt, overall and garment factory.) Miss Noble is a Torontonian by birth.
- 2—April 12th—**Mr. William Gallacher**. Bill's frae Glasgow, where he at one time performed with Sir Harry Lauder. Wounded in the Great War, he returned to 127 department (city transfer) where he now is. Starred in "Hits and Misses" Spring Revue.
- 3—May 3rd—**Miss Margaret Vance**, 214 department (men's furnishings.) Known to a host of friends as "Madge." Miss Vance is a colleen from County Down, Ireland.
- 4—May 6th—**Mr. Leslie C. Cleve**, head of department 214 (men's furnishings.) Born in London, England, Mr. Cleve is one of the store's youngest Quarter-Centuryites.

5—May 24th—**Mr. William T. Robinson**, 1203 department (printing.) Hails from Orangeville, Ont. Mr. Robinson likes the quiet pleasures of life, like gardening and fishing.

6—June 28th—**Miss Alberta Carruthers**, 13 department (men's clothing, mail order.) Miss Carruthers is a Torontonian and expects to visit the Queen City on her long holiday.

* * *

Congratulations to **Mr. Edward G. Rogers**, assistant, 122 department (mail order packing), who, on July 5th, will celebrate his quarter-century of service with the Company.

TIME

The time of day, I do not tell
As some do, by the clock,
Or by the distant chiming bell
Set on the steeple top;

But by the progress that I see
In what I have to do,
It's either done o'clock to me
Or only half past through.

—Eaton's "Bi-Weekly,"
Hamilton, Ont.

Shades of "Jack and the Beanstalk"

Proverbially Speaking, "You Can't Have Your Cake and Eat It," but Jock McSloy, Bake Shop (Inset), Proves That You Can Have Your Plum (or Plums) and Eat Them!



How Old is a Goldfish?

Fourteen years ago Mr. Tommy Dougall (stationery, M.O.) bought a couple of goldfish for 5 cents a piece in the china department. Bringing them home in a paper carton, Mr. Dougall placed them in a battery jar. Here the gaudy little fish still live and thrive today. "In fact," says Mr. Dougall, "those fish have become so tame they know when mealtime is and, coming to the surface, they nibble their food from my wife's fingers."

Mr. Dougall believes one reason for the longevity of his finny friends is care in feeding. We never overfeed them, Mr. Dougall explains.

Here's One for Dr. Ripley!

**A. JOLLY
FUNERAL HOME**

Frank Spink (display) reports reading this sign over a funeral establishment in a little North Dakota town.

Six Daughters

You've seen the movie "Four Daughters?" Well, here are six daughters (Cruickshank) and you'll agree that they look like a half dozen of which any parents might well be proud. Five are Eatonians, from left to right: The twins, Grace and Jennie; then come Violet, Ruby, Bessie and Joan. Grace is with department 147, Jennie and Bessie on our auxiliary staff, Violet is with the third floor "snack" counter and Ruby is well liked by cafeteria patrons, whose favorite dishes she prides herself on remembering. Joan, the "baby," is still at school.



One day, twelve years ago, a batch of plums were being stoned in the bake shop for making into those mouth-watering plum pies for which Eaton's are justly famous. Taking a few of the stones home, Jock planted them in his garden and waited developments with typical Scottish patience. Here, in full bloom, is the tree that grew. It stands 10 feet high with a 12-foot spread.

In 1939 Jock's plum tree bore 12 quart baskets of fine fruit, but he's expecting a much better yield in 1940.



Hurrah! A Parcel From Home!

Only a soldier knows the thrill of delight that accompanies a "parcel from home." Veterans of the last Great War "to end war" will never forget those tense moments when the limbers galloped up over shell-torn roads with the mail. How eagerly each listened for his name. What a grand and glorious feeling it was when you were handed a parcel from mother or the "best girl"! A parcel containing all those "little extras" that meant so much!

And so when you're sending a parcel to your soldier boy, here's a reminder: The shopping service has a plan that will help you with all the details of selection, packing and mailing. Saves you a lot of time and worry. Drop around and see the display of suitable needfuls for soldiers at the shopping service, sixth floor.

"The Sweetest Flowers in All the World"



1—A happy little handful is **Douglas George**, the 6½ months' son of **Mr. Stan Matthias**, 216 department.

2—**Linda Sue** is a bewitching little lady but 7 weeks young—daughter of **Mr. N. M. Gray**, head of 219 department. Mrs. Gray was Miss Violet Budd, Eaton telegraphs.

3—These two stout fellows are **Harold**, 13 months, and **Freddie**, 2 years and 8 months, sons of **Mr. Thos. Walden**, 1224 department. Mother was Miss **Gwen Clouter**, 122B department.

4—Blue-eyed **Diane** is two months young—and isn't she a honey? Daddy is **Mr. Ronald Parker**, expense office. You'll remember Mrs. Parker—she was Miss **Marjorie Ewing**, correspondence office.

5—Say hello to **John David**, son of **Mr. R. McCormick**, 21 department (china, M.O.) John's a real pal to his daddy—in fact, they both chose the same birthday, April 8th!

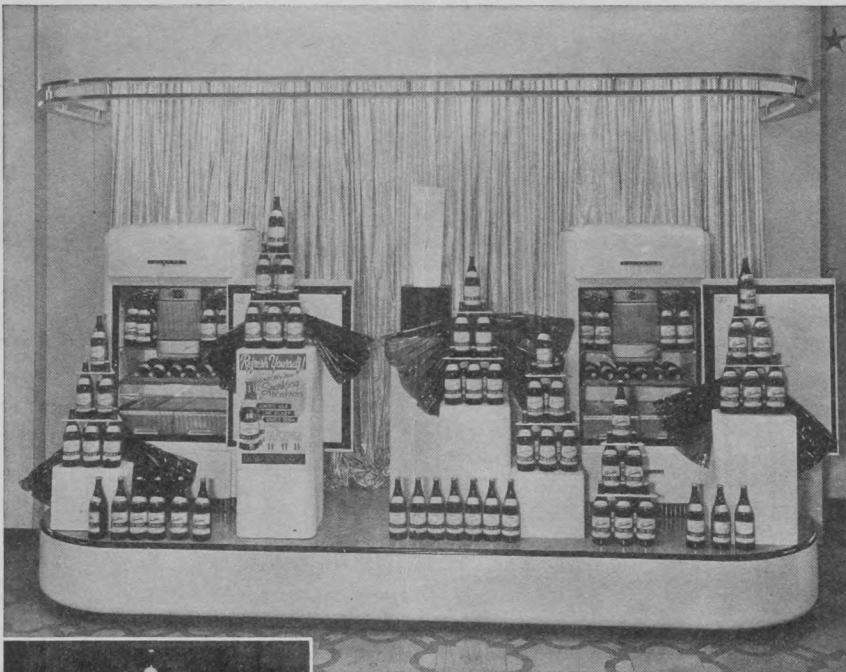
6—And here we present **Bruce Paul**, son of **Mr. Bruce Sutherland**, head of the sales office, and cousin of **Murray McKenzie Sutherland** (at right.) Bruce, Jr., was born February 15th and already promises to develop a fine baritone like his dad.

7—**Murray McKenzie** is 5½ months—the pride and joy of Daddy **Ken Sutherland**, assistant, 20 department. Mother was Miss **Jessie Murray** of our Calgary store.

* * *

"A baby's feet, like sea shells pink,
Might tempt, should heaven see meet,
An angel's lips to kiss, we think,
A baby's feet."

Truly Refreshing! EATON'S Sparkling Beverages



A "Heat Wave" Hint—

EATON'S Ginger Ale Lime Rickey Double Soda

Refreshing as frosted whitecaps on the lake! Keep a supply in the frig. for summer guests.

"We Climb Because There Are Stairs Ahead of Us"

Channing Pollock, in an article appearing in a recent issue of the New York Herald Tribune's "This Week," said, "The public, in this country alone, is one hundred and thirty millions of you and me. Some of it wants dirt and some of it doesn't. Some of it wants what is cheap and tawdry, and some of it wants what is fine and noble. It seems to me that the man who panders to its lowest taste—be he author or artist, editor or merchant, publisher or radio sponsor, producer of plays or movies—on the ground that he gives the public what it wants, is trying

to use an excuse that would serve equally well for the pedler of drugs or obscenities. The merchant or author or editor who says, "Mine is not an altruistic enterprise; I have no concern except financial profit, and no responsibility after my goods leave the counter," is not only a bad citizen, but an extremely bad merchant or author or editor. So bad that there are very few of him left. . . . No public can be expected to want what is not made readily available, and all progress in civilization is attributable to the men who supply the superior things—merchants and manufacturers as well as artists and scientists. We climb because there are stairs ahead of us."

Shopping for Your Summer Camp

Shopping for the Summer Camp can be a simple matter of giving the Shopping Service your instructions and letting them look after the details. They've had years of experience—not only in buying the satisfactory article, but in getting it down to you at camp. For instance:

Perhaps the train stops only on certain days and under certain circumstances at your station—the Shopping Service will know. That lumber with which you hope to make repairs, when you go down for the week-end, must connect with your local freight—the Shopping Service knows how and when.

Your orders for new household supplies or clothing will be handled individually and carefully—with particular regard given to your shipping instructions.

You may make up alternative lists of meats, groceries, vegetables and fruits as standing orders for each week and these will be bought, carefully packed and dispatched on the train specified.

By the way, you will effect a considerable saving on C.O.D. and other incidental charges connected with the remitting of money by opening a Deposit Account for your summer camp. The Shopping Service will make your purchases and charge them to this account.

Make standing arrangements with, or address your orders to the

SHOPPING SERVICE
Sixth Floor - - Hargrave, South



SERVE BY Saving!

and Help Win the War!

Canada's War-Saving
Certificates are a
Patriotic and Profitable
Savings Plan



Whether your savings are measured in dollars or in occasional nickels, dimes and quarters, this is a systematic method whereby those of modest means can do something tangible to help Win the War!

These certificates and stamps are on sale at the debenture wicket, general office, sixth floor of the store. In order that we all may participate, the Company has arranged to allow payroll deduction to cover the purchase. These arrangements may be made at the time of purchase at the above-named place. Stamps and certificates are also on sale to the public at the post office, second floor of store, and the mail order salesroom, eighth floor of mail order building.

**Remember—Your Country Needs Your Money!
DO IT NOW!**